What is claimed is:

1   1.   A method for maintaining login preference information of users of a network-

2   based transaction facility, the method comprising:

3   communicating user interface information to a client via a communications

4   network, the user interface information including information concerning a plurality of

5   features within the network-based transaction facility and specifying a login interface

6   facilitating user input of login preference information pertaining to each of the plurality

7   of features;

8   receiving the login preference information from the client via the

9   communications network; and

10   utilizing the login preference information to control user access to any of the

11   plurality of features within the network-based transaction facility via the

12   communications network.

1   2.   The method of claim 1 wherein the login preference information indicates

2   whether a user password should be remembered for each of the plurality of features.

1   3.   The method of claim 1 comprising storing the login preference information in a

2   database.

1   4.   The method of claim 3 further comprising:

2   initiating a user session upon receiving user login information;

3   retrieving the login preference information from the database using the user

4   login information;

5   storing the login preference information in a session cookie during the user

6   session;

7   receiving a user request to access a selected feature of the plurality of features

8   within the network-based transaction facility; and

9   utilizing the login preference information in the session cookie when

10   determining whether to require the user to enter user access information before

11   providing user access to the selected feature.

1   5.   The method of claim 4 wherein the login preference information is stored in the

2   session cookie in a secured manner.

1   6.   The method of claim 3 further comprising:

2   receiving a user request not to use a cookie during user online activity within the

3   network-based transaction facility; and

4   retrieving the login preference information from the database when determining

5   whether to require the user to enter user login information before providing user access

6   to a selected feature of the plurality of features within the network-based transaction

7   facility.

1   7.   The method of claim 1 further comprising:

2   presenting a user interface allowing the user to change the login preference

3   information; and

4   updating the login preference information in a database.

1   8.   The method of claim 1 further comprising:

2   receiving user login information;

3   determining that the user has previously provided the login preference

4 information; and

5   presenting a welcome user interface including user interface information

6 indicating that the user has previously provided the login preference information.

1 9. The method of claim 1 including always requiring a user password for any

2 feature involving display of user personal information.

1 10. The method of claim 9 wherein the user personal information includes any one

2 of a group comprising credit card information and registration information.

1 11. The method of claim 1 wherein the network-based transaction facility is a

2 network-based auction facility.

1 12. A method to control access to a network-based transaction facility, the method

2 including:

3   identifying a user associated with a network session to access the network-based

4 transaction;

5   identifying stored access preferences associated with the user, the stored access

6 preferences indicating access requirements to each of a plurality of features provided by

7 the network-based transaction facility; and

8   controlling access to each of the plurality of features in accordance with the

9 stored access preferences.

1   13.   The method of claim 12 wherein the controlling comprises implementing

2   different access restrictions to respective features of the plurality of features according

3   to the stored access preferences.

1   14.   The method of claim 12 wherein the controlling requires selectively requiring

2   user identity verification information to access a first feature of the plurality of features

3   in accordance with the stored access preferences.

1   15.   The method of claim 14 wherein the user identity verification information

2   comprises a password.

1   16.   The method of claim 12 including communicating a request to the user to

2   determine a set of access preferences pertaining to the plurality of features, and storing

3   a response to the request as the stored access preferences.

1   17.   The method of claim 16 wherein the request comprises a user interface via which

2   the user composes the response.

1   18.   The method of claim 16 wherein the user interface comprises a markup language

2   document.

1   19.   The method of claim 12 wherein the plurality of features includes any one of a

2   group comprising sell, bid, chat, feedback, account information, personalization,

3   tracking and financial features.

1   20.   A system for maintaining login preference information of users of a network-

2   based transaction facility, the system comprising:

3   a display function to communicate user interface information to a client via a

4   communications network, the user interface information including information

5   concerning a plurality of features within the network-based transaction facility and

6   specifying a login interface facilitating user input of login preference information

7   pertaining to each of the plurality of features;

8   a receive function to receive the login preference information from the client via

9   the communications network; and

10   an access function to utilize the login preference information when controlling

11   user access to any of the plurality of features within the network-based transaction

12   facility via the communications network.

1   21.   A system to control access to a network-based transaction facility, the system

2   including:

3   a user identification function to identify a user associated with a network session

4   to access the network-based transaction;

5   a receive function to identify stored access preferences associated with the user,

6   the stored access preferences indicating access requirements to each of a plurality of

7   features provided by the network-based transaction facility; and

8   an access function to controlling access to each of the plurality of features in

9   accordance with the stored access preferences.

1   22.   A system for maintaining login preference information of users of a network-

2   based transaction facility, the system comprising:

3   a first means for communicating user interface information to a client via a

4   communications network, the user interface information including information

5   concerning a plurality of features within the network-based transaction facility and

6   specifying a login interface facilitating user input of login preference information

7   pertaining to each of the plurality of features;

8   a second means for receiving the login preference information from the client via

9   the communications network; and

10   a third means for utilizing the login preference information to control user access

11   to any of the plurality of features within the network-based transaction facility via the

12   communications network.

1   23.   A system to control access to a network-based transaction facility, the system

2   including:

3   a first means for identifying a user associated with a network session to access

4   the network-based transaction;

5   a second means for identifying stored access preferences associated with the

6   user, the stored access preferences indicating access requirements to each of a plurality

7   of features provided by the network-based transaction facility; and

8   a third means for controlling access to each of the plurality of features in

9   accordance with the stored access preferences.

1   24.   A computer readable medium that provides instructions, which when executed

2   on a processor, cause said processor to perform operations comprising:

3   communicating user interface information to a client via a communications

4   network, the user interface information including information concerning a plurality of

5   features within the network-based transaction facility and specifying a login interface

6   facilitating user input of login preference information pertaining to each of the plurality

7   of features;

8   receiving the login preference information from the client via the

9   communications network; and

10   utilizing the login preference information to control user access to any of the

11   plurality of features within the network-based transaction facility via the

12   communications network.

1   25.   A computer readable medium that provides instructions, which when executed

2   on a processor, cause said processor to perform operations comprising:

3   identifying a user associated with a network session to access the network-based

4   transaction;

5   identifying stored access preferences associated with the user, the stored access

6   preferences indicating access requirements to each of a plurality of features provided by

7   the network-based transaction facility; and

8   controlling access to each of the plurality of features in accordance with the

9   stored access preferences.